

## Publicity in a Box for the The Mary Jo Lynch Award for Library and Information Science (LIS) Students

### Ways and Means We Discussed to Publicize Award:

1. Post info about award on NCLIS Web page - see item 1 below - **Done December 2004**
2. Letter to dean of library school AND a basic one-page description AND a flyer for posting at the school - see items 2, 3, and 4 - **Needs to be sent out in January 2006 by new chair of Steering Committee and Kim**
3. Basic brochure describing FSCS - see item 5 - **Will be distributed in hard copy at December 2005 FSCS conference**
4. ALA Press Release - see item 6 - **Released December 2004**
5. Make sure the award continues to be announced on ALA 's list of annual awards and in the Bowker Annual - **See item 7 for the 2005 Bowker snippet, courtesy of Denise**
6. Ask SDCs to send e-mail to their library school contacts; ask them to send e-mail to their state library association listservs announcing award; ask SDCs to link their Web pages to the announcement of the Mary Jo Lynch Award; and ask SDCs to send info about forthcoming statistical papers they have heard of in their state to FSCS Steering Committee - **See item 8 - Will be distributed at December 2005 FSCS conference**
7. Publish an announcement of the award in *Public Libraries* and *Library Journal* - **Needs to be developed, time of publication to be determined by 2006 FSCS Steering Committee**

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### 1. Basic Information About the Award on Two Pages:

<http://www.nclis.gov/statsurv/surveys/fscs/awardsFSCS/awardsFSCS.html>

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## 2. Cover Letter to Send to Library Schools:

(Ann and Kim, see: <http://www.ala.org/ala/accreditation/lisdirb/lisdirectory.htm> for a list of ALA accredited library schools)

Dean XXX  
Library School XXX  
Address XXX  
City, State ZIP

Dear Dean XXX:

Since 1989, the Federal State Cooperative System for Public Library Data (FSCS) has worked to develop and promote a set of standardized statistical questions that have been sent to every public library in the United States. This annual census of over 9,000 public libraries has created an extremely rich set of data showing ongoing growth in libraries and the expansion of services. There is only one problem with the data: it remains largely unrecognized within the library community.

In an effort to gain recognition for the data and to encourage its use by young people entering the profession, we are proud to announce a new award for students: *The Mary Jo Lynch Award for Library and Information Science (LIS) Students*.

Mary Jo Lynch, past Director of ALA's Office for Research and Statistics, was instrumental in the development of this national program in which state, federal, and library-related agencies worked cooperatively to compile and publish annual statistics from every public library in the U.S. This award honors Mary Jo Lynch for her lifelong devotion to libraries, research, and statistics.

Interested students are asked to use either the state or national level public library statistics as the basis for a research paper and to submit their papers for judging by a jury of people who participate in the FSCS Steering Committee. The winner receives a paid trip to the ALA or PLA annual conference, an engraved plaque, and may be asked to present a summary the research findings detailed in his paper.

Please find enclosed a brief description of the award, as well as a flyer designed for posting at your graduate school. Information about FSCS can be located at this Web page: <http://www.nclis.gov/statsurv/surveys/fscs/fscs.html> Information about the Award is at: <http://www.nclis.gov/statsurv/surveys/fscs/awardsFSCS/awardsFSCS.html>

I hope you can find time in your busy schedule to share this announcement with faculty and students at your school. Please feel free to post the announcement on any listserv used within your graduate school. If you have any questions about the award or FSCS data, please contact Neal Kaske, Director of Statistics and Surveys at NCLIS, phone: 202-606-9200, e-mail: [nKaske@nclis.gov](mailto:nKaske@nclis.gov). Thank you.

Sincerely,  
Ann Reed  
Chair, FSCS Steering Committee

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**3. One Page Award Announcement for Sending to Library Schools as an Enclosure with Cover Letter to Dean of School:**

**Mary Jo Lynch Award for  
Library and Information Science (LIS) Students**

<b>Purpose of Award?</b>	To encourage library school students to do statistical research and publish a paper using public library data collected at the state and national level.
<b>Who Is Eligible?</b>	Any student working toward a master's degree from a program of library and information science accredited by the American Library Association.
<b>What Is The Award?</b>	The winner will receive funding to attend the ALA national conference or the PLA national conference, to include actual and necessary expenses of conference attendance, including registration, travel, food, and lodging. The winner will also receive an engraved plaque and may be asked to present a summary of the research paper findings.
<b>What Are The Criteria For The Paper?</b>	<p>The winning entry must be: sponsored by a faculty member of a library school; prepared as an article for submission for publication to a library journal (state, national, regional); and based on state or national public library data published by the Federal State Cooperative System for Public Library Data (FSCS).</p> <p>The winning entry must possess <i>two or more</i> of the following: clear concepts; potential effectiveness in promoting public libraries; effective presentation of the data; and reasoned and meritorious use of data in describing or analyzing an issue.</p>
<b>When Can Papers Be Written?</b>	Any appropriate research paper completed after January 1, 2004 may be submitted by September 1, 2006 for the award to be announced in December 2006. Beginning with the 2007 award, papers must be completed after January 1 of the year preceding the award. (e.g., the 2007 award will be for a paper completed after January 1, 2006). The award will be announced at the FSCS Conference held annually in December.
<b>How To: Submit A Paper:</b>	Candidates must e-mail an <i>electronic</i> copy of the paper no later than September 1 to: Kim Miller, Special Assistant; NCLIS; Phone: 202-606-9200; e-mail: <a href="mailto:kmiller@nclis.gov">kmiller@nclis.gov</a> ; Subject: MJ Lynch Award Submission

**Suggested Data Sources:** To find state public library data: *Library Research Service*  
[http://www.lrs.org/asp\\_public/other.asp](http://www.lrs.org/asp_public/other.asp)  
To find national public library data: *National Center for Education Statistics*  
<http://nces.ed.gov/surveys/libraries/public.asp>

**Questions?** Contact Neal Kaske, National Commission on Libraries and Information Science ; phone: 202-606-9200 ; e-mail : [nkaske@nclis.gov](mailto:nkaske@nclis.gov)

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4. Basic Flyer to Send to Library Schools for Posting on Bulletin Boards (Maybe add a border or graphics to jazz it up a bit):

## **Do You Have A Yen to Attend ALA or PLA, But Are Short on Yuan? Have We Got An Opportunity For You!**

### **Announcing The Mary Jo Lynch Award for Library and Information Science (LIS) Students**

**Background:** Mary Jo Lynch, past Director of ALA's Office for Research and Statistics, was instrumental in the development of a national program in which state, federal, and library-related agencies worked cooperatively to compile and publish annual statistics from every public library in the U.S. This award honors Mary Jo Lynch for her lifelong devotion to libraries, research, and statistics.

**Purpose:** The purpose of this award is to encourage library school students to use public library data collected at the state and national level in a research article or paper.

**Criteria:** The winning article or paper must be: sponsored by a faculty member of a library school; prepared as an article for submission for publication to a library journal (state, national, regional); and based on state or national public library data collected for the Federal State Cooperative System for Public Library Data. The winning entry must possess two or more of the following: clear concepts; be effective in promoting public libraries; show effective presentation of the data; and must be reasoned and meritorious in its use of data in describing or analyzing an issue.

**Award:** The winner will receive an engraved plaque and funding for attendance at either the ALA national conference or the PLA national conference. Winners may be asked to present a summary of the research paper findings. Costs paid will include actual and necessary expenses of conference attendance, including registration, travel, food, and lodging. Payment will be according to federal travel reimbursement guidelines.

**Submissions:** Candidates must e-mail an electronic copy of the research paper no later than September 1 to: Kim Miller at the National Commission on Libraries and Information Sciences, e-mail: [kmiller@nclis.gov](mailto:kmiller@nclis.gov), telephone: 202-606-9200

**Suggested Data Sources:**

Library Research Service [http://www.lrs.org/asp\\_public/other.asp](http://www.lrs.org/asp_public/other.asp)  
NCLIS <http://www.nclis.gov/statsurv/NCES/index.html>  
NCES [http://nces.ed.gov/surveys/libraries/pub\\_public.asp](http://nces.ed.gov/surveys/libraries/pub_public.asp)  
Data Files: <http://nces.ed.gov/surveys/libraries/DataFiles.asp#Pub>

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**5. FSCS General Brochure:**

- Distributed in hard copy by Kim Miller at FSCS Professional Development Conference December 2005
- Brochure is also posted at:  
<http://www.nclis.gov/statsurv/surveys/fscs/SDCmain/SDCresources/Publications.html>

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**6. ALA Press Release from December 2004:**

<http://www.nclis.gov/statsurv/surveys/fscs/awardsFSCS/awardsFSCS.html>

**Text:**

Contact: Denise Davis  
312-280-4273

For Immediate Release  
December 15, 2004

**Award for Library and Information Science (LIS)  
students announced**

CHICAGO - In partnership with the National Center for Education Statistics (NCES), the National Commission on Libraries and Information Science (NCLIS) and the Federal State Cooperative System (FSCS) for public library data collection, the American Library Association (ALA) announces the Mary Jo Lynch Award for Library and Information Science (LIS) students. The award is a tribute to a leader in the development of a coordinated national library data collection program, and the first director of the Office for Research and Statistics with ALA.

"I'm pleased, of course, and hope the award leads to good student work," Mary Jo Lynch remarked after learning of the award in her honor.

The award encourages library school student statistical research using public library data collected at the state and national level. Any

student working toward a master's degree from a program of library and information science at an institution accredited by the ALA is eligible to apply. The student must be sponsored by a faculty member of a library school, have prepared research as an article for submission for publication to a library journal (state, national, regional) and the research must be based on state or national FSCS public library data.

Annual competition begins in 2005, and the award will be made at the FSCS Conference held annually in December. The winner will receive an engraved plaque and funding for attendance at either the ALA national conference or the Public Library Association (PLA) national conference. Winners may be asked to present a summary of the research paper findings.

The National Commission on Libraries and Information Science (NCLIS) is coordinating the application process. For further information contact Bob Molyneux, Director, Statistics and Surveys, NCLIS, at 202-606-9200, or by email at [bmolyneux@nclis.gov](mailto:bmolyneux@nclis.gov).

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## **7. Snippet about Award Lifted from ALA Page - DO NOT REPUBLISH THIS!**

Note: The following snippet appeared in *The Bowker Annual Library and Book Trade Almanac, 2005*, published by Information Today, Inc., 143 Old Marlton Pike, Medford, NJ 08055-8750. Copyright Information Today, Inc. Used totally without permission and SHOULD NOT BE QUOTED. Included here so others can see what Denise wrote.

### **Library Research and Statistics Research and Statistics on Libraries and Librarianship in 2004**

**Denise M. Davis, Director  
Office for Research and Statistics  
American Library Association**

#### **Awards and Grants that Honor and Support Excellent Research**

The professional library associations offer many awards and grants to recognize and encourage research. The 2004 awards and grants here are listed under the name of the sponsoring association, and in the case of ALA by the awarding division, in alphabetical order. More-detailed information about the prizes and prizewinners can be found at the association Web sites.

The Mary Jo Lynch Award for Library and Information (LIS) Students, a new award to honor the contributions of long-time ALA Office for Research and

Statistics Director Mary Jo Lynch, will be given in 2005. The award--intended to encourage library school student statistical research using public library data collected at the state and national level--is sponsored by ALA, NCES, NCLIS, and FSCS. The award will be announced at the FSCS Annual Conference held each December.

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**8. Flyer to distribute at December FSCS Conference to involve SDCs in publicity for award starting in January 2006:**

### **Calling All FSCS State Data Coordinators!** **December 2005**

We desperately need YOUR help to publicize the new Mary Jo Lynch Award within your state. The reason that no award was given at the December 2005 conference was because there was not enough publicity and we did not receive any student submissions.

We are determined to present this award at the 2006 FSCS Conference, but in order to do that, we have to reach a lot more people with news about this award.

#### **DURING JANUARY 2006, COULD YOU:**

- Send an announcement about the Mary Jo Lynch Award to any personal contacts you have in library schools in your state (The Steering Committee will be sending letters and flyers directly to library school deans during January 2006)
- Send an announcement about the Award to any pertinent library listservs operating in your state
- Link your public library data web page to the NCLIS Web page announcing the Award

#### **DURING THE ENTIRE YEAR, COULD YOU:**

- Keep an eye out for any potential or forthcoming papers written by library school students that use either the state or national FSCS public library data
- Encourage students who are writing these papers to look at the Award criteria
- Send a quick message to your mentor about any forthcoming papers in your state

#### TOOLS TO USE IN THESE EFFORTS:

- The one page description of the Award attached to this page
- The flyer designed for posting at library schools, which will also be sent directly to library school deans during January 2006
- Feel free to refer students to basic description of the Award posted at:  
<http://www.nclis.gov/statsurv/surveys/fscs/awardsFSCS/awardsFSCS.html>

**THANK YOU HELPING US TO MAKE  
THE MARY JO LYNCH AWARD A SUCCESS!**

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